

## **ABSTRACT**

**[0087]** A method for producing and electronically distributing a digital magazine for onscreen viewing using a standard browser converts or renders an original document, which can be in a print format or in a digital format, to a format suitable for full-screen viewing on a display screen. The conversion or rendering includes reformatting the original document from the portrait format to the landscape format, if necessary. The digital magazine is displayed in a full-screen manner, which hides the toolbar(s) of the standard browser. To navigate the digital magazine, a navigation bar is embedded into each page of the digital magazine. The digital magazine is delivered to subscribers as an attachment to an e-mail message or as a URL link within an e-mail, which, when clicked on, downloads the digital magazine to the subscribers' computers.